

**Good Intentions Are Not
Enough**

Plan for Results

**I'M SORRY,
GOOD INTENTIONS
AREN'T ENOUGH**

HEAVENLY GATES

Planner

Source: "Stop Me Before I Plan" By Richard Hedman, Copyright 1977 By The American Planning Association



Techniques to Turn Your Plan to Reality

- One: Citizen Participation: Purposeful Strategy for Results**
- Two: Plan + Action**
- Three: Process Not Document**
- Four: One Step at a Time**

One:

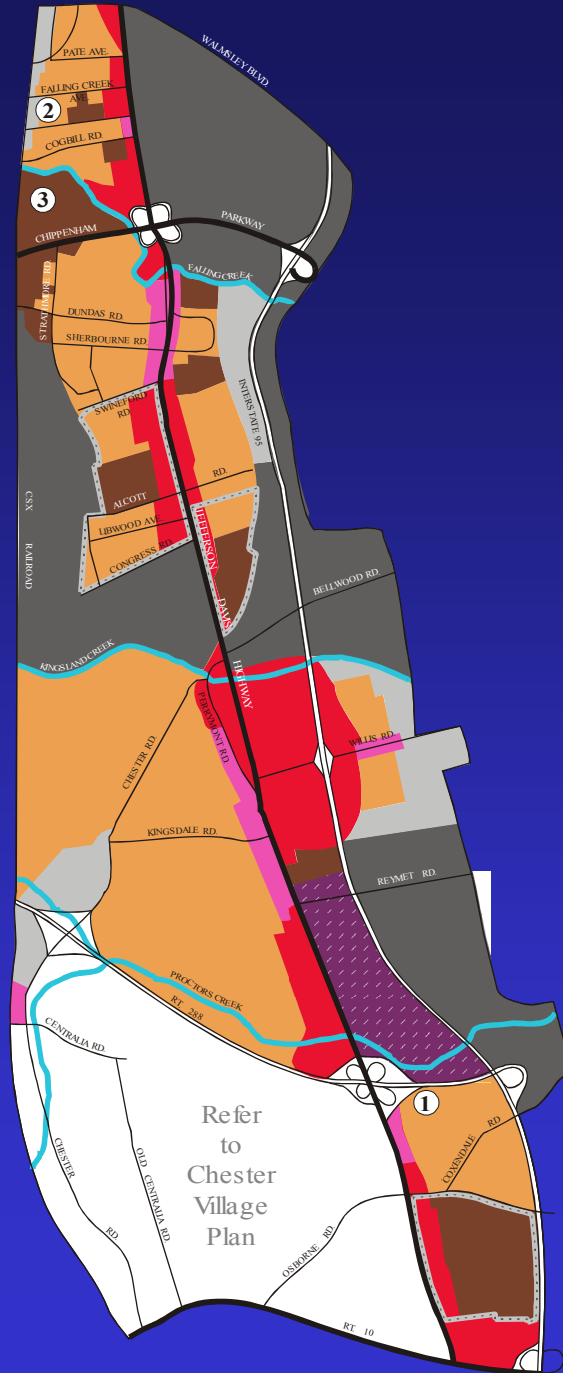
Citizen Participation

***Help or
Hindrance?***

Purposeful Citizen Participation Strategy

- **Design at Beginning of Plan Process**
- **Plan Goals**
- **How to Implement?**
- **Who Are Your Customers?**
- **Inform Key Officials**

Jefferson Davis Corridor Plan



RESIDENTIAL

2.51-4 units/acre

7.01 or more units/acre

COMMERCIAL

Community

General

Regional Mixed Use

INDUSTRIAL

Light

General

OTHER FEATURES

Waterbodies

Flexible Redevelopment Areas

Corridor Deterioration



Citizen Participation Strategy

Jefferson Davis Plan

- **Goals:**
 - Revitalization/Stabilization**
- **Create Effective Organization**
- **Balance Business/Resident Interests**
- **“Stewards of Plan”**
- **Open Forums and Community Organization**

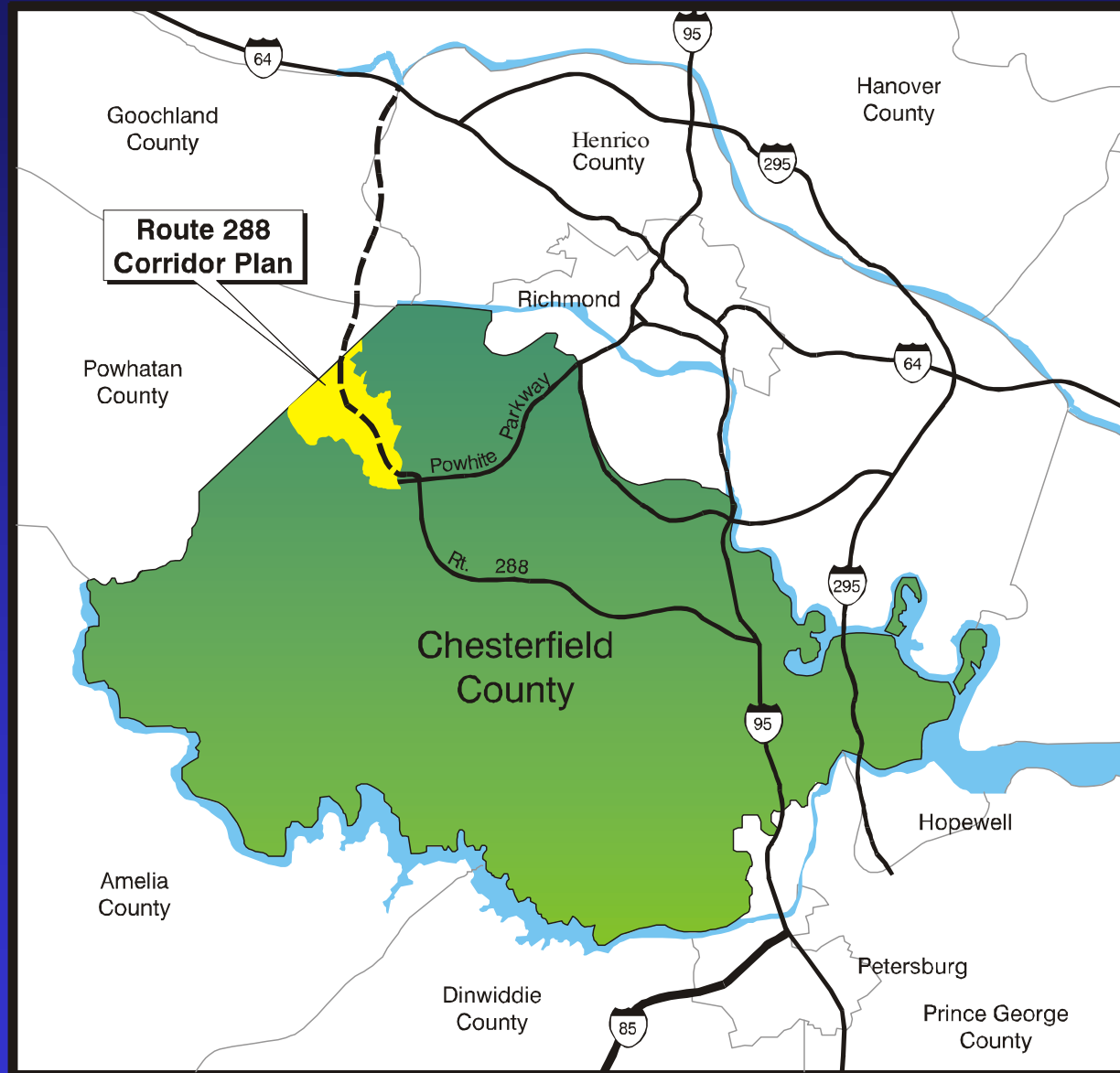




Jefferson Davis Association

- **10 years of action**
- **CBDG \$ s – Community Center, Housing, Code Enforcement**
- **Enterprise Zone - \$100m +**
- **Falling Creek Ironworks Historic Site**
- **Business Incubator**

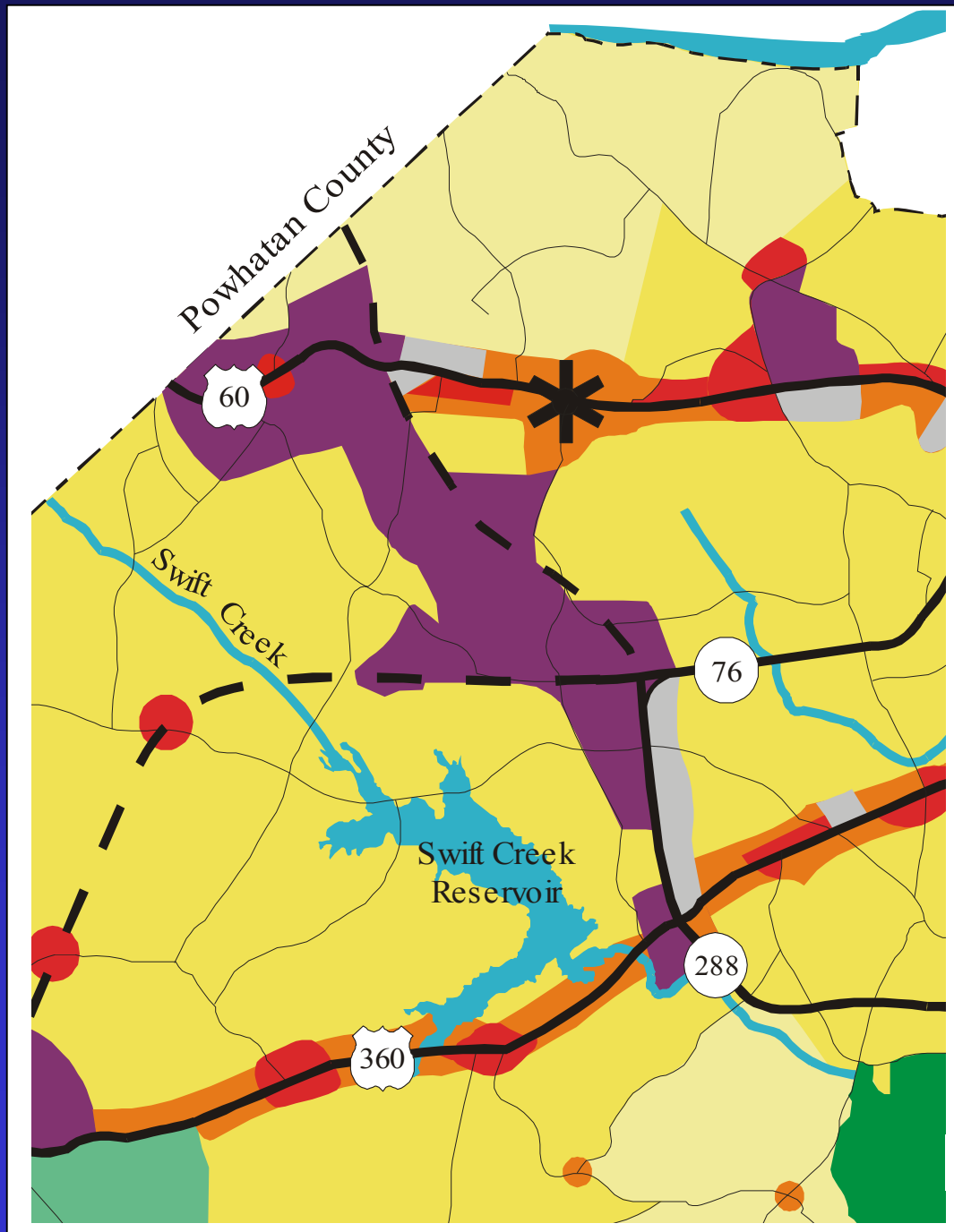
Route 288 Corridor Plan











Citizen Participation Strategy

Route 288 Plan

- **Goals: Economic Development/Guide Change**
- **Primary Customers: Future not Existing**
- **Open Forums: Encourage Countywide Involvement**

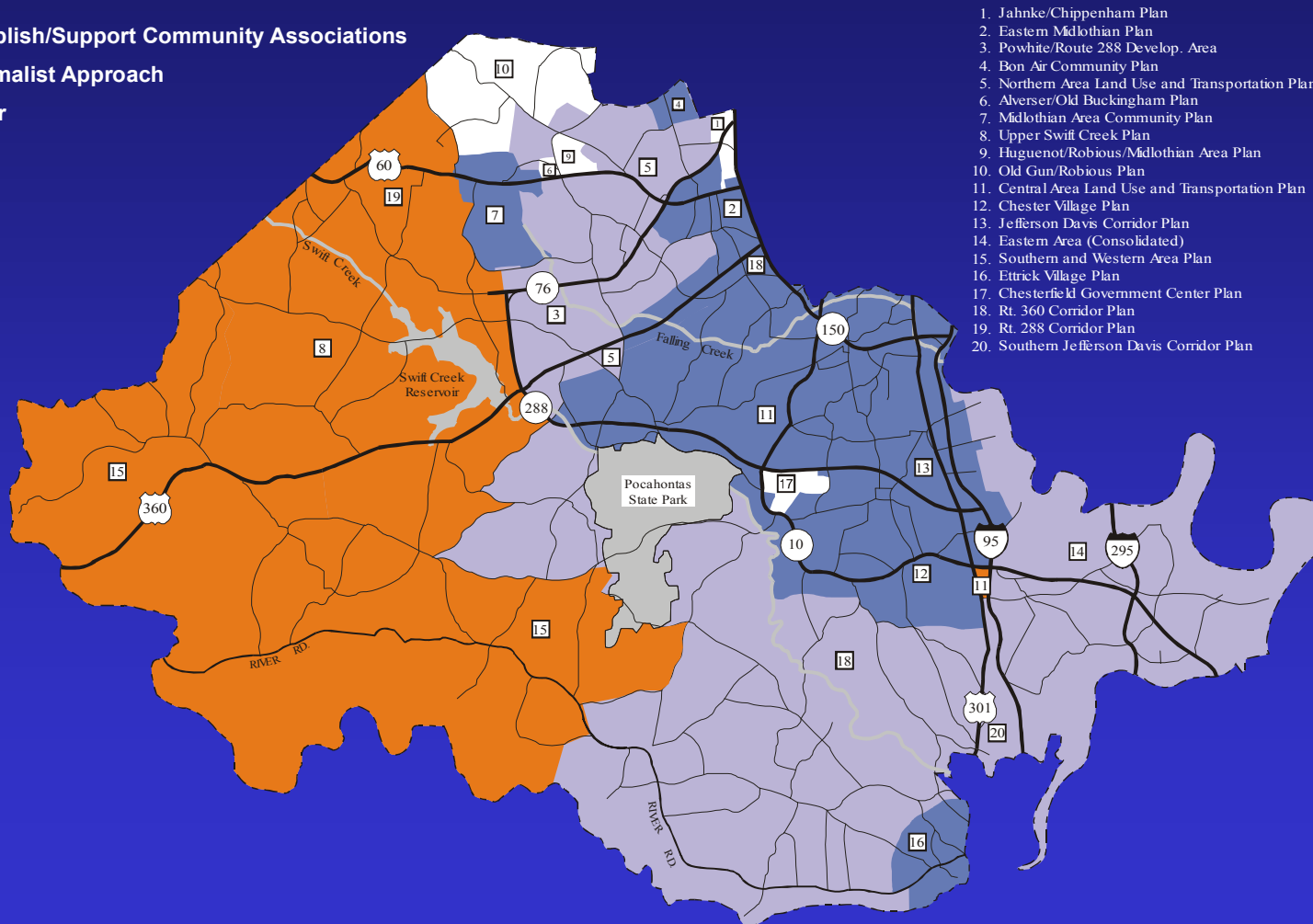


LEGEND

-  Rural Conservation
-  Rural Residential
-  Residential
-  Mixed Use
-  Commercial
-  Industrial
-  Regional Center
-  Village Centers

Chesterfield County Citizen Participation Strategy

- Establish/Support Community Associations
- Minimalist Approach
- Other

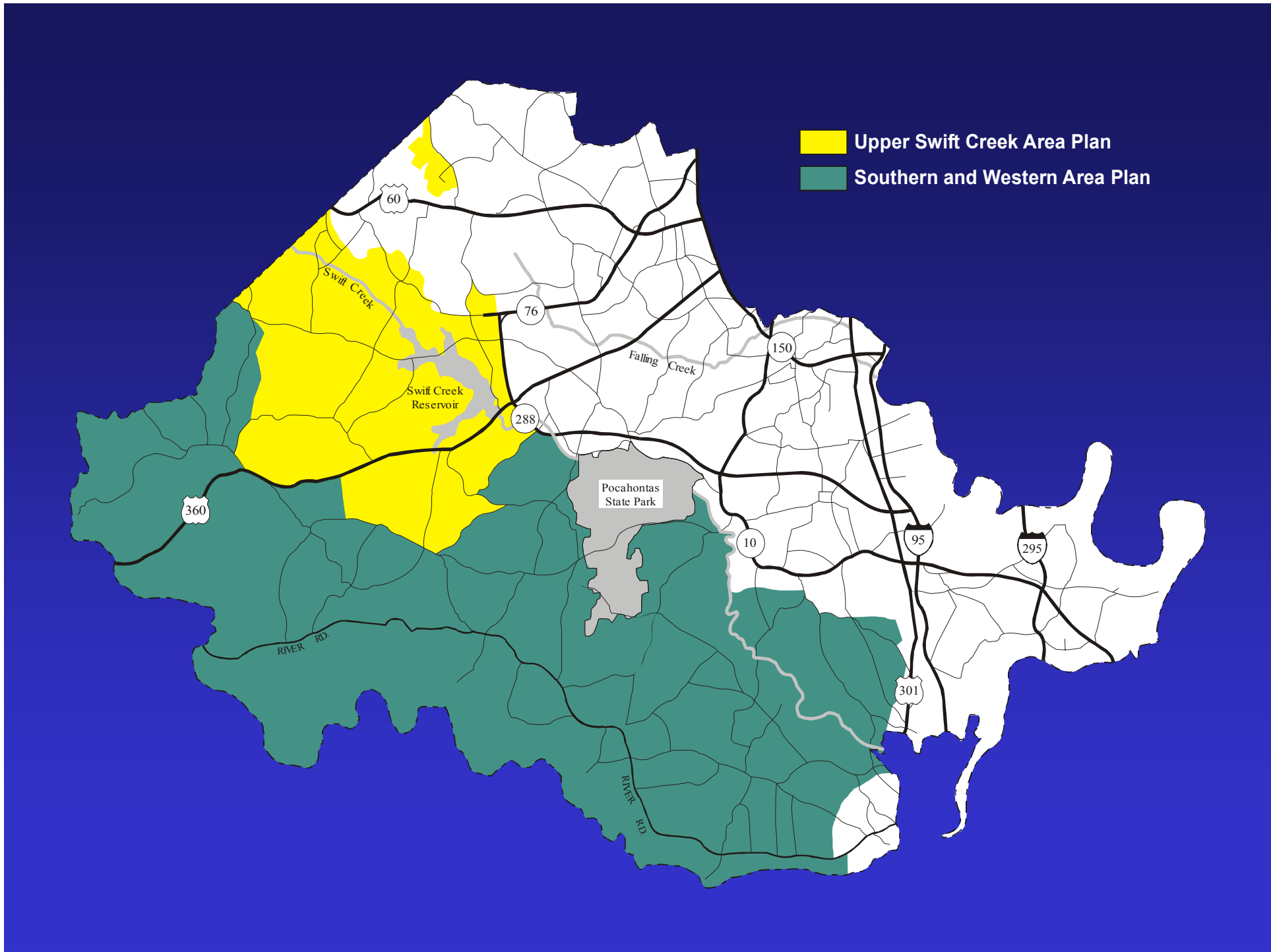


Two:

Plan + Action

Plan + Action

**Adopt key
implementation
Actions with Plan**



The background of the slide is a photograph of a calm lake. In the distance, there are rolling hills or mountains under a clear sky. A small boat is visible on the right side of the lake. The water reflects the surrounding landscape.

Upper Swift Creek Area Plan

+

**Water Quality Runoff
Standards**

+

**Water and Sewer Mandatory
Connections**

Southern and Western Area Plan
(Green Area)

+

**Mandatory Water and Sewer
Ordinances**

+

Visual Resource Protection Ordinance

+

Road strip Lot Standards

+

Align Tax Ordinance with Green Area

Three:

Plan Process Not Product

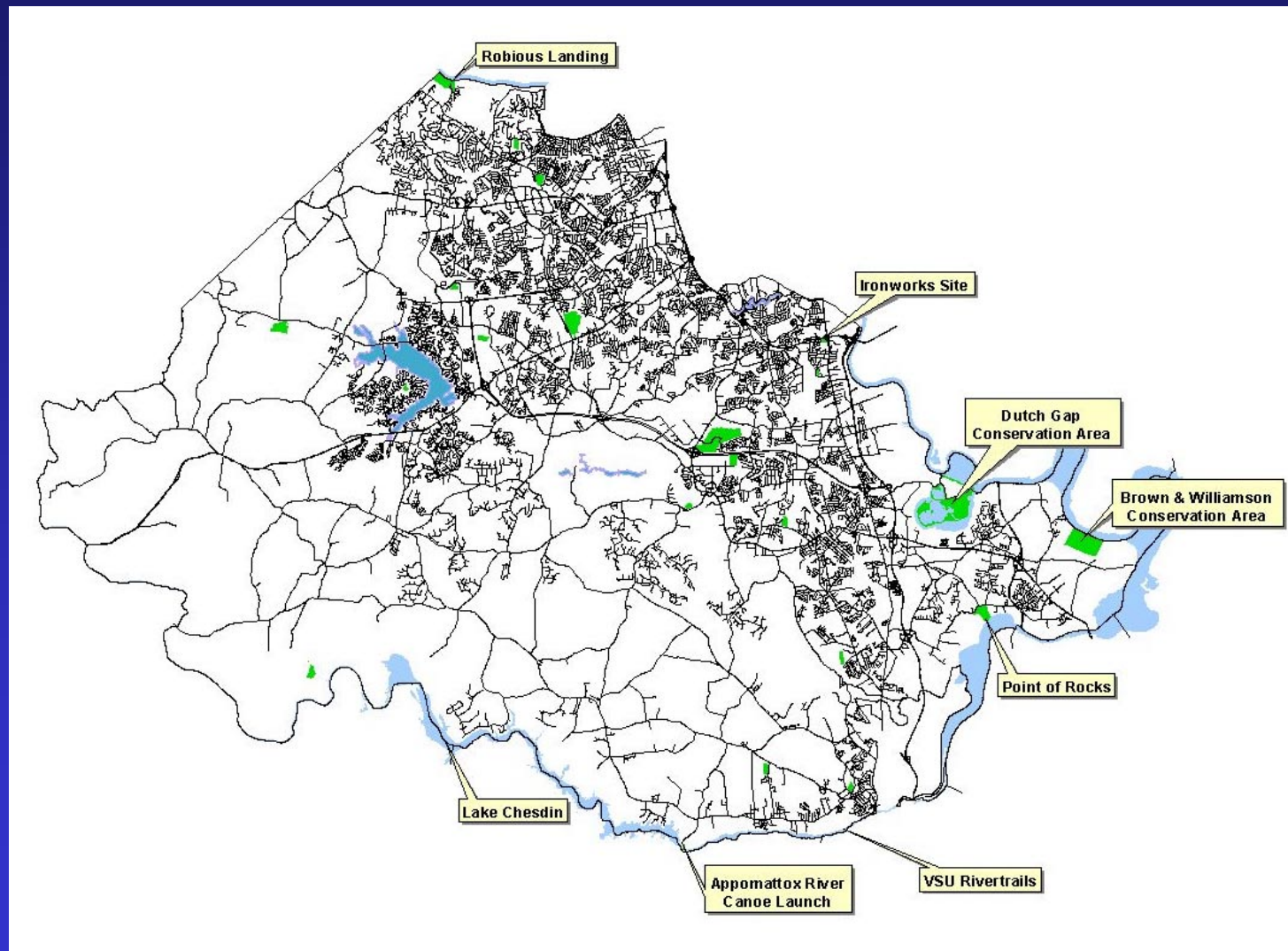
- **Continue/Formalize Plan Process**
- **Continue Stakeholder Dialogue**
- **Tradition Plan Opposition**
- **Focus on Achievable Actions First, Difficult Issues Later**

Chesterfield Riverfront Plan

- **75 miles of Riverfront**
- **Few areas of public access**
- **Major riverfront property owner concerns**
- **Economic Development concerns**



Chesterfield County's Riverfront Parks



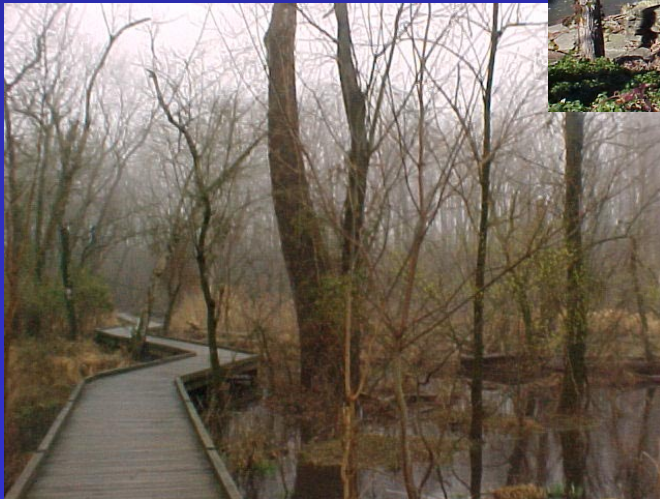
Chesterfield Riverfront Plan

Intent

- Adopted Goals & Objectives,
- Land Use Map
Parks, trail locations,
- Zoning Ordinance
slope/vegetation protection

Result

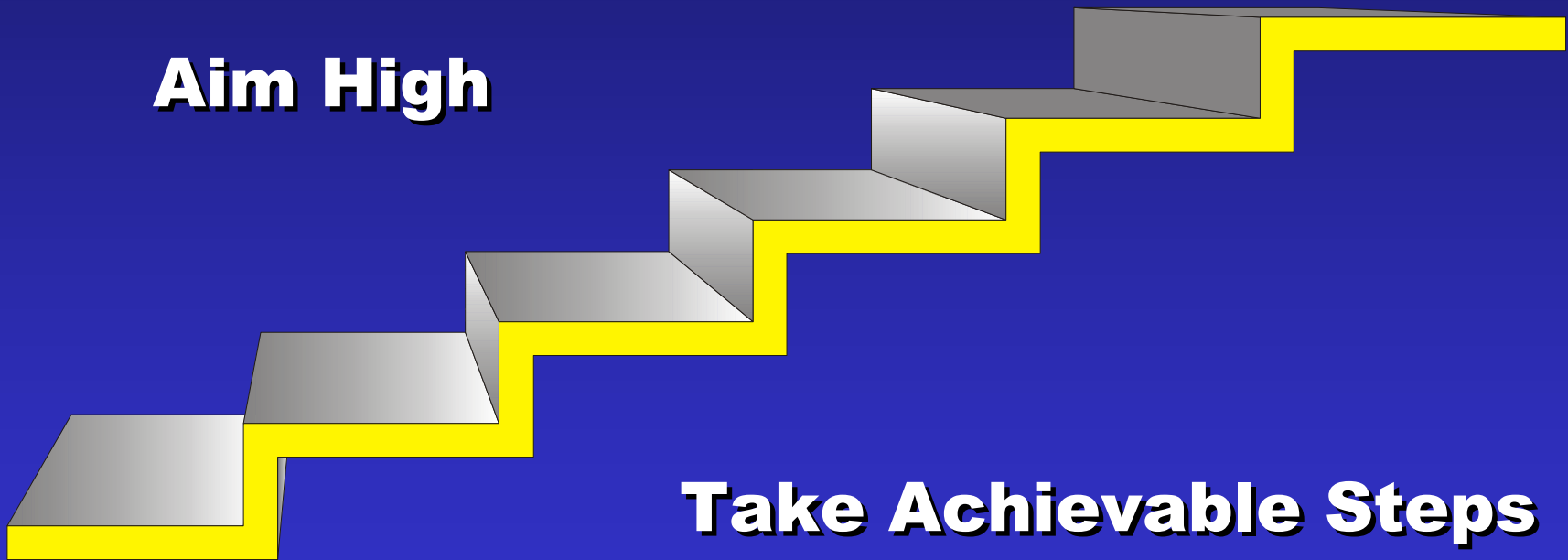
- Adopted Goals & Objectives
- Demonstration project
discussion/drawings,
parks, trails
- Friends of Chesterfield
Riverfront
- Public/Private \$ for staff



Four:

One Step at a Time

Aim High

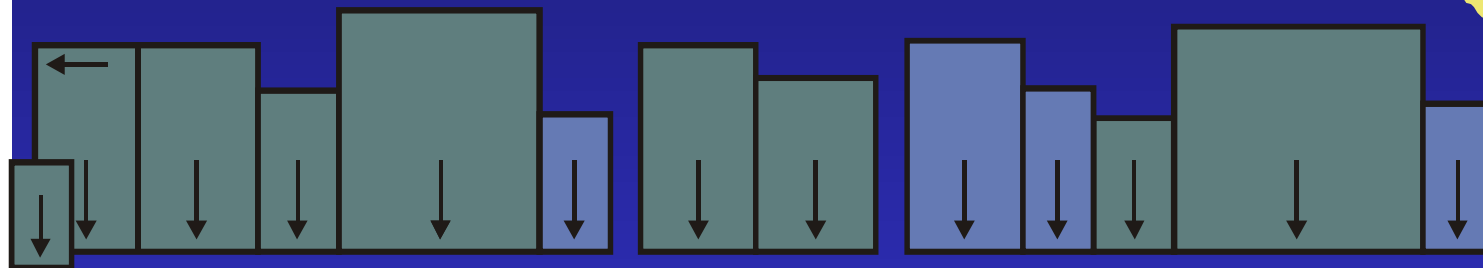


Take Achievable Steps

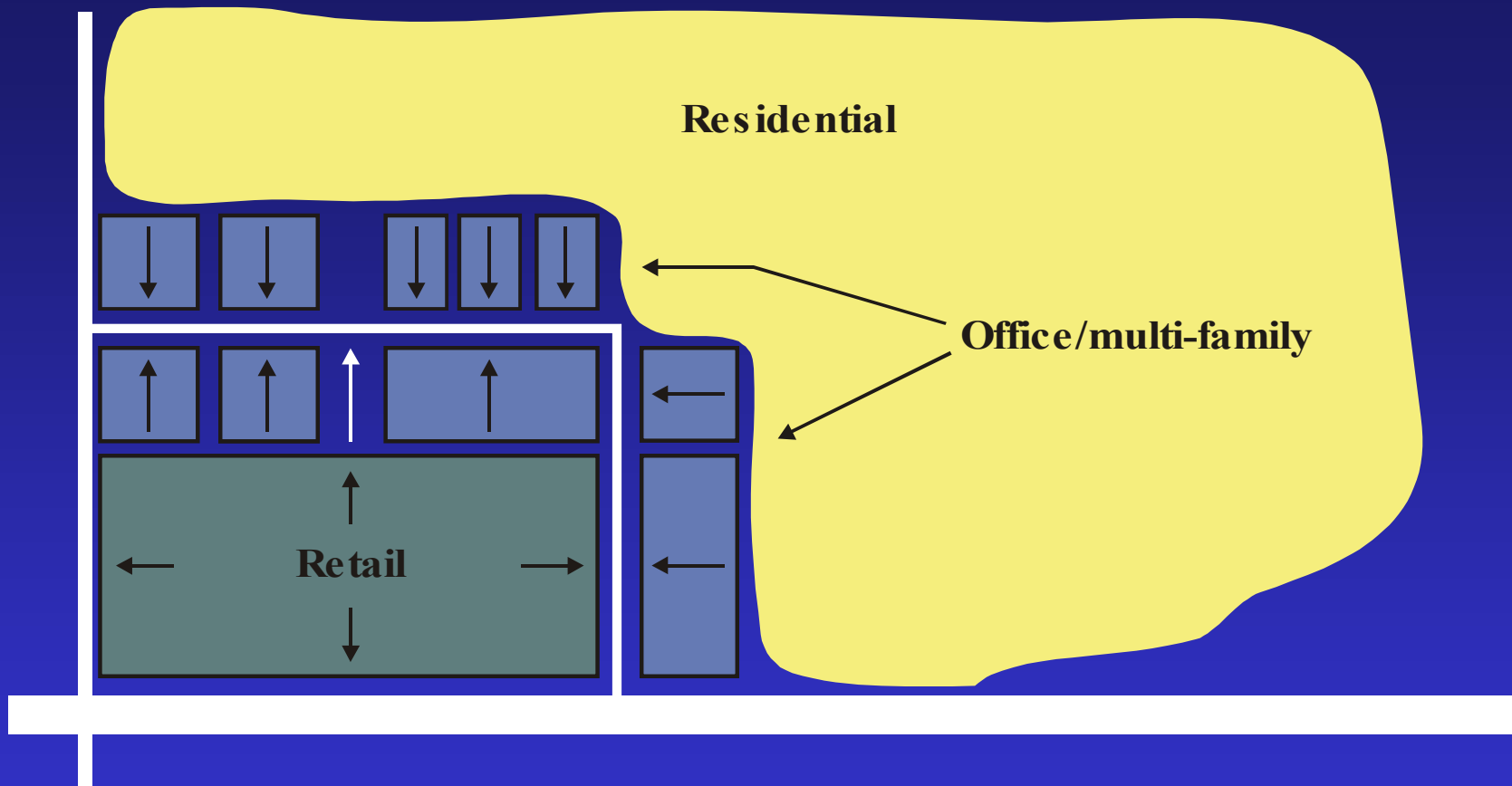
Rewrite Chesterfield Zoning Ordinance

- Goals:**
- **mixed use zoning districts**
 - **modern development standards**
 - **citizen participation at site plan review**

Residential or Undeveloped



Commercial Strip Development Pattern



Mixed Use Commercial Center

**Regional
Activity Center**

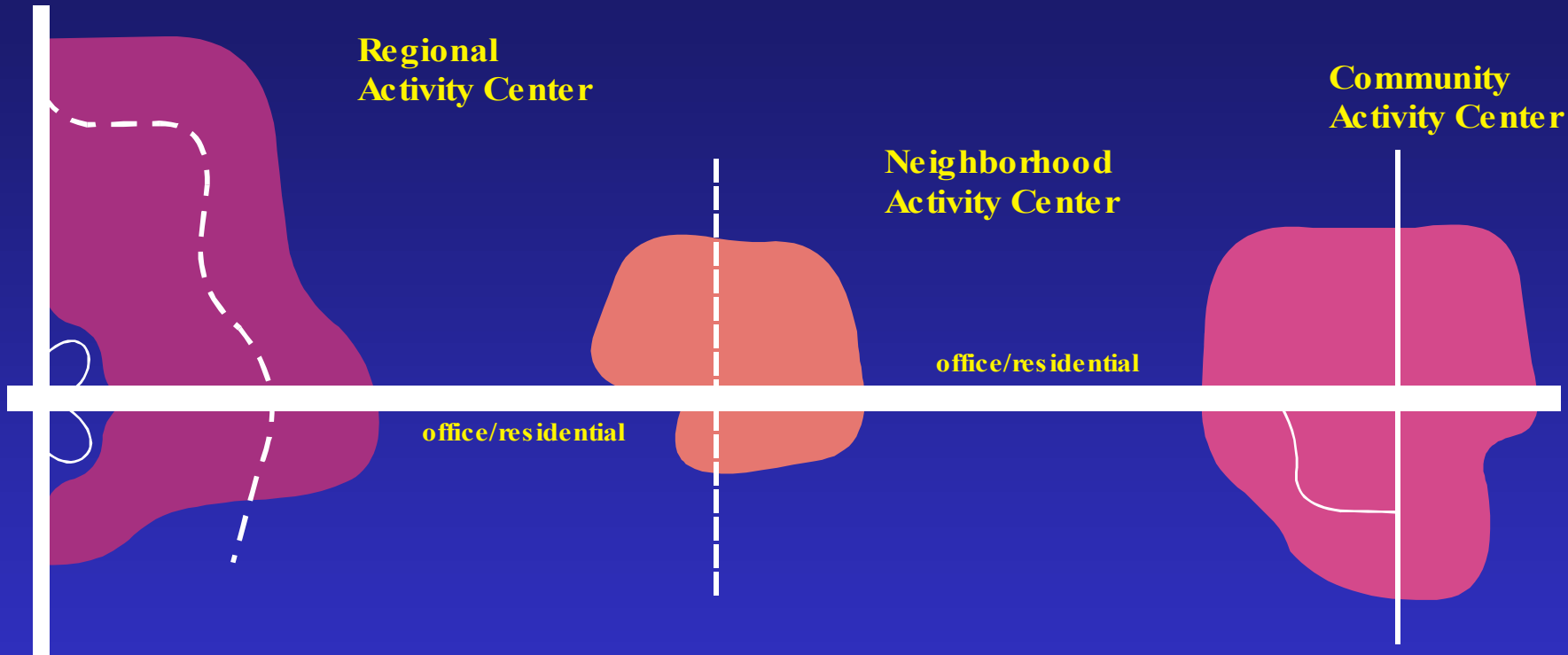
**Neighborhood
Activity Center**

**Community
Activity Center**

office/residential

office/residential

Activity Centers Concept



Business and Political Opposition

- **Fear Impact on existing businesses proposed development**
- **New Zoning Ordinance not feasible**

Adopted New Ordinance for New Rezoning Only

- **Two zoning ordinances**

Additional Steps

3 Years Later: Citizen Participation and Site Plan Adopted

- **PC member elected to Board**

5 Years Later: Converted Old Ordinance & Map to New

- **Political change**
- **Experience with new standards**
- **Staff time commitment
one-to-one meetings,
expanded uses for design
standards**

Effective Planning

- **Progress often occurs in small steps**
- **Timing is everything**
- **Stay in one community**
- **Develop relationships**